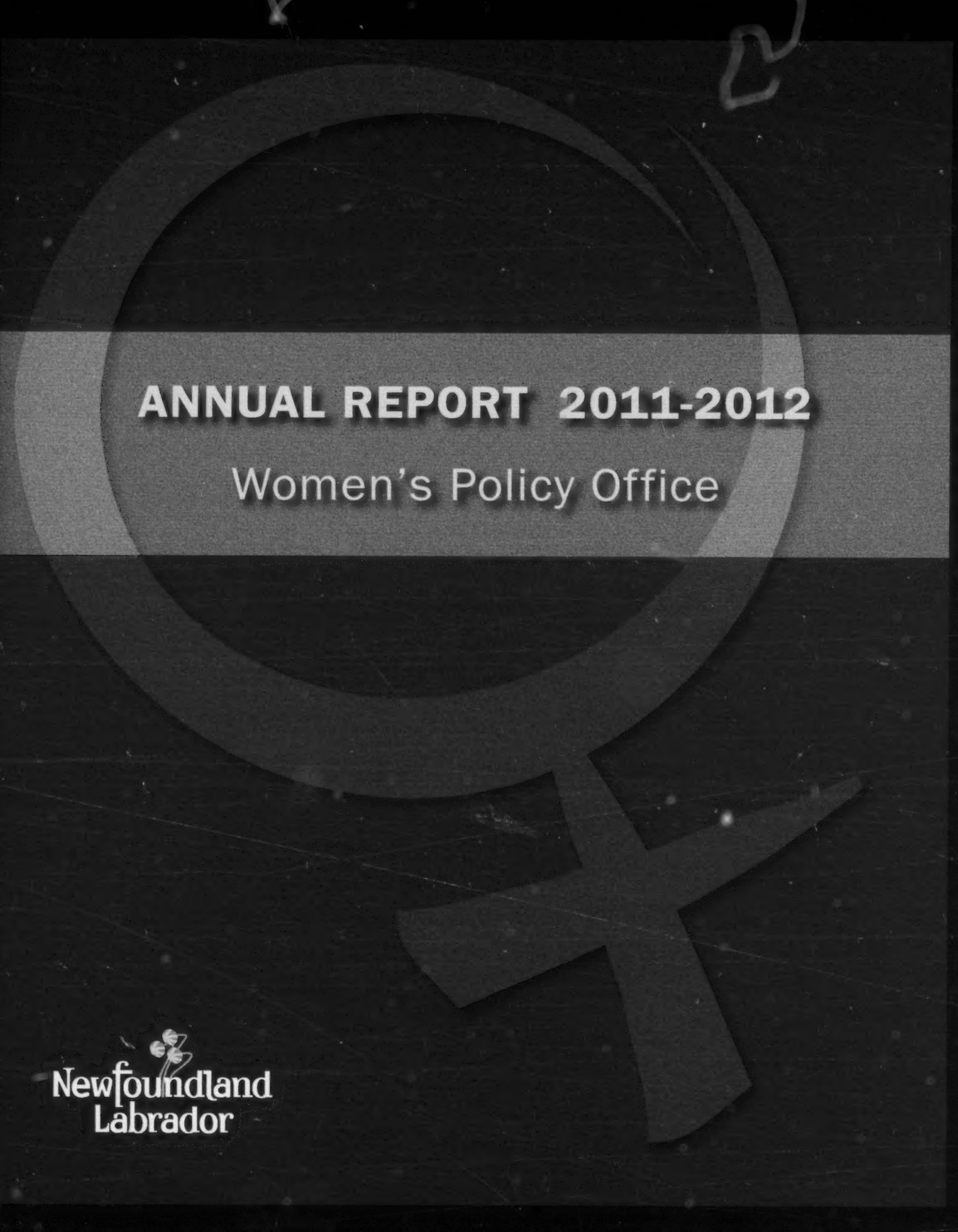
ANNUAL REPORT 2011-2012

Women's Policy Office



Newfoundland Labrador

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Message from the Minister

September 30, 2012

In accordance with the Government of Newfoundland and Labrador's commitment to accountability, I am pleased to submit the annual report of the Women's Policy Office. The report was prepared under my direction and documents the activities and outcomes of the Office from April 1, 2011 to March 31, 2012. The outcomes reported reflect the Government of Newfoundland and Labrador's strategic directions for the status of women portfolio and my signature below is indicative of my accountability for the results.

Charlene Johnson

Charlene Johnson, MHA
Minister Responsible for the Status of Women

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1.0 Organizational Overview

The Women's Policy Office was established in 1985 to:

- develop and expedite Provincial Government policies and programs to enhance the social and economic status of women in the province and ensure that these are communicated to the public;
- ensure that the impact on women of all legislation, policies and programs is brought to the attention of the Minister Responsible for the Status of Women, Cabinet and its committees, as well as Provincial Government departments and agencies;
- monitor and review programs and other activities of departments and agencies to ensure compliance and conformity with the Provincial Government policy of improving the status of women; and,
- liaise with Provincial Government departments and agencies, other governments and advisory councils, and women's organizations on all issues affecting women.

Vision

The vision of the Women's Policy Office is true social, legal, cultural and economic equality for women and girls in Newfoundland and Labrador.

Mission

By 2017, the Women's Policy Office will have contributed to the advancement of women's social, cultural, legal and economic equality in Newfoundland and Labrador.

Physical Location

The Women's Policy Office is located in St. John's on the fourth floor of the Confederation Building, West Block. It contracts delivery of services to St. John's, Bay St. George, Port aux Basques, Corner Brook, Gander, Labrador City, Happy Valley-Goose Bay and Grand Falls-Windsor through eight status of women councils located in these communities. Violence prevention services are contracted through 10 regional coordinating committees associated with the Violence Prevention Initiative, as well as the Transition House Association of Newfoundland and Labrador, and the Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre.

The Office works closely with the Provincial Advisory Council on the Status of Women and is responsible for the *Status of Women Advisory Council Act* under which the Council operates. The Advisory Council's mandate is to:

I. advise the minister on those matters relating to the status of women that the minister refers to the Advisory Council for consideration;

II. advise the minister on those matters relating to the status of women that the Advisory Council feels appropriate;

III. bring matters of interest and concern to women before the Provincial Government and the public; and,

IV. establish the general policies that will govern the organization, administration and operation of the Advisory Council.

Positions at the Women's Policy Office

The Office has a core complement of 13 positions, including:

- Deputy Minister
- Communications & Policy Research Analyst
- Inuit Women's Capacity Building Manager
- Secretary for the Deputy Minister
- Word Processing Equipment Operator I
- Clerk IV
- Information Management Technician II
- Manager of Social Policy
- Manager of Economic Policy
- Director of Violence Prevention
- Senior Research and Policy Analyst – Training
- Senior Research and Policy Analyst – Research
- Violence Prevention Administration Assistant

2.0 Lines of Business

2.1 Policy Analysis and Advisory Services

For the purposes of fulfilling the Women's Policy Office's mandate, policy should be understood to mean any action taken by the Government of Newfoundland and Labrador; therefore, the Office works with executive members and policy analysts of the Provincial Government to support the development of gender-based analysis and special measures so that they can be applied to all appropriate policy in such forms as legislation, programs and services. By applying gender-based analysis and special measures, the Women's Policy Office supports the Provincial Government's commitments to women by increasing capacity to address historical disadvantages.

The work of the Women's Policy Office ensures that Cabinet and its committees are fully informed on how women are affected by policy and program decisions. The Office highlights

women's needs and advises on ways gender equity can be better achieved. As part of the development of a gender lens, the Office promotes the message that women and girls experience the world differently and may have different needs than men. Provincial Government departments and agencies, in developing this work, are encouraged to seek out current sex-disaggregated data and analyze its findings, as well as consult with the women's community on proposed programs, legislation and policy matters.

2.2 Information Collection and Communication Services

The Women's Policy Office is responsible for collecting information from a variety of sources to provide evidence-based policy advice and reporting annually on the status of women. To meet this responsibility, the Women's Policy Office maintains a public library on women's issues, collects statistics and conducts research to assess the current status of women, and identifies systemic inequities and information gaps. As part of the information collection process, the Office consults regularly with women and women's organizations to identify ongoing and emerging issues of special concern, as well as potential solutions. Beyond providing policy advice to Provincial Government departments and agencies, the Office communicates information on the status of women through publications, events and initiatives.

2.3 Special Programs

The Women's Policy Office is mandated to take on special programs to advance the status of women. Currently, the Office is leading the Government of Newfoundland and Labrador on the need for women's employment plans and business access strategies as special measures to address historical employment disadvantages for women in male-dominated sectors, departments, agencies and occupations throughout the province. During the 2011-2012 fiscal year, the Office's work on this mandate has included collaboration with:

- the Department of Natural Resources on resource-based projects;
- the Department of Justice on matters related to the Correctional Division and the Royal Newfoundland Constabulary; and,
- the Department of Innovation, Business and Rural Development, ServiceNL and the Newfoundland and Labrador Organization of Women Entrepreneur on business access for women.

2.4 Aboriginal Women

The Women's Policy Office works with the Intergovernmental and Aboriginal Affairs Secretariat to advance the status of Aboriginal women in Newfoundland and Labrador. This includes providing annual operating funding to the Newfoundland Aboriginal Women's Network. The Office also works with women from Innu communities, the Nunatsiavut Government and their Inuit Women's Status of Women Advisory Committee, representatives from the Federation of Newfoundland Indians, NunatuKavut Community

Council, the Native Friendship Centre in St. John's, and the Labrador Friendship Center in Happy Valley-Goose Bay.

The Women's Policy Office funds the annual Aboriginal Women's Conference in Newfoundland and Labrador. Seven conferences have been held to date where topics such as economic development, leadership, equality, poverty reduction, culturally-appropriate gender-based analysis, and culture have been discussed. These conferences are critical to providing Aboriginal women with the opportunity to share their views and voices on policy issues of importance to their communities with the Provincial Government. The conference also provides an opportunity for Aboriginal women to share best practices and information critical to their leadership roles within their respective communities.

The Office has also implemented an Inuit Women's Capacity Building Program for north coast communities in Labrador. It is clear, through application and other data sources, that Inuit women are not availing of Government of Newfoundland and Labrador programs and services in the same manner as women from the general population. To address the complex needs relating to this matter, the Inuit Women's Capacity Building Program works to identify barriers and provide women with the information they need to make a difference in their own lives, the lives of their families, and their communities.

2.5 Violence Prevention Initiative Services

The Women's Policy Office leads the Violence Prevention Initiative, a horizontal Provincial Government-community partnership to prevent violence in Newfoundland and Labrador. The Violence Prevention Initiative provides leadership within the province to help reduce violence against vulnerable populations including women, children and youth, Aboriginal women and children, older persons, persons with disabilities, and others who may be victims of violence due to sexual orientation, ethnicity or economic status.

The work of the Violence Prevention Initiative is focused on six strategic priority areas:

(1) Increasing public awareness and attitudinal change about violence against vulnerable populations;

(2) Increasing community participation;

(3) Improving legislation, policy, programs, services, information and facilities;

(4) Supporting Aboriginal women and children;

(5) Enhancing research and development; and,

(6) Improving leadership, coordination and accountability.

Among its many activities, the Violence Prevention Initiative coordinates the delivery of the Violence Awareness and Action Training program, facilitates meetings of violence prevention committees, coordinates public awareness on violence prevention, and provides clearing house services for information on violence. The Violence Prevention Initiative also provides organizational funding for 10 Regional Coordinating Committees against Violence as well as the Newfoundland and Labrador Sexual Assault Crisis and Prevention centre and the Transition House Association of Newfoundland and Labrador.

2.6 Community Program

The Women's Policy Office provides grants to many feminist and equality-seeking organizations in Newfoundland and Labrador, including:

- eight women's centres to advance the status of women in their regions (subject to approved criteria);
- Aboriginal organizations to advance violence prevention for Aboriginal women and children;
- Newfoundland Aboriginal Women's Network;
- Multicultural Women's Association of Newfoundland and Labrador;

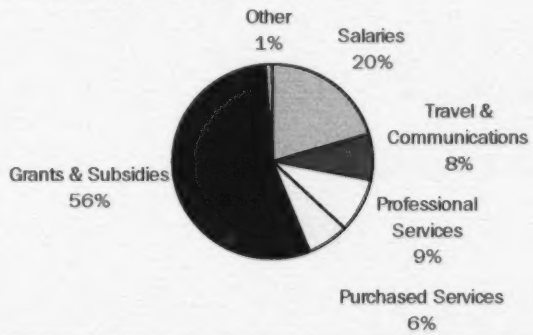
2.7 The Provincial Advisory Council on the Status of Women

The Women's Policy Office provides an operating grant to the Provincial Advisory Council on the Status of Women, to support their legislated mandate to advise the Government of Newfoundland and Labrador and the public on matters of importance to women.

3.0 Expenditures

In 2011-2012, the expenditures of the Women's Policy Office were approximately $4,423,600, including expenditures for the Violence Prevention Initiative. As indicated in Diagram 1, grants to community-based organizations accounted for approximately 54 per cent of the Women's Policy Office budget.

Diagram 1 – Women's Policy Office expenditures



4.0 Shared Commitments

The mandate and mission of the Women's Policy Office is achieved through implementing the 2011-2014 approved Business Plan by working in partnership with the Provincial Advisory Council on the Status of Women, status of women councils, regional violence prevention coordinating committees, other equality-seeking groups, as well as federal and Provincial Government departments and agencies, industry and educational partners.

In 2011-2012, the Women's Policy Office maintained partnerships to prevent violence through continued implementation of the six-year Violence Prevention Initiative action plan. Provincial Government partner departments include Justice; Advanced Education and Skills; Health and Community Services; Education; and Child, Youth and Family Services. Partners also include the Labrador Affairs Office, the Intergovernmental and Aboriginal Affairs Secretariat, Rural Secretariat, Newfoundland and Labrador Housing Corporation, the Labour Relations Agency and Regional Integrated Health Authorities. Community partners include ten regional coordinating committees against violence, Provincial Advisory Council on the Status of Women, Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre, Transition House Association of Newfoundland and Labrador, Seniors Resource Centre of Newfoundland and Labrador, and Citizen's Crime Prevention Association of Newfoundland and Labrador.

The Women's Policy Office worked in partnership with the Departments of Advanced Education and Skills and Natural Resources to increase women's employment in well-paying jobs, particularly those in the natural resources sectors. This is largely done using the *Environmental Protection Act Guidelines*, which requires proponents of large-scale natural resource developments to put women's employment plans in place. The Office has worked closely with industry organizations and partners, such as the Women in Resource Development Corporation, Hebron, Nalcor and other proponents to ensure that all new projects contain plans for women's employment.

The Women's Policy Office continued to collaborate with other Provincial Government departments and agencies on a wide array of issues and initiatives. For example, the Office worked with the Department of Advanced Education and Skills to identify employment supports for victims of violence, as well as with the Department of Health and Community Services to provide advice on long-term care supports and healthy living initiatives for women, including older persons.

The Women's Policy Office has been an active member on the Deputy Ministers' and Ministerial working committees on poverty reduction, and youth retention and attraction.

To improve women's social and economic security, the Women's Policy Office worked closely with all Provincial Government departments to ensure that the impact on women of all legislation, policies and programs were brought to the attention of decision-makers.

Nationally, the Office also worked with Status of Women Canada as well as all provincial ministries in Canada responsible for the status of women.

The Women's Policy Office partnered with regional and provincial women's groups such as the regional status of women councils, the Provincial Advisory Council on the Status of Women and the Multicultural Women's Organization of Newfoundland and Labrador, as well as Aboriginal groups and governments in order to strengthen women's voices and increase women's participation in policy development relating to Provincial Government policies, programs and services. The Office also worked with Provincial Government departments to increase the number of nominations of qualified women to agencies, boards and commissions in Newfoundland and Labrador.

5.0 Highlights and Accomplishments

5.1 Implementation of the Violence Prevention Initiative

In 2011-2012, the Women's Policy Office, with Provincial Government partner departments and stakeholder groups, took steps to help reduce violence, including activities to:

- increase public education and awareness to change attitudes and behaviors
- increase research on the attitudes of the public relating to violence and abuse
- increase training for Provincial Government and community partners
- improve legislation, programs, research and services to support violence prevention
- facilitate deputy minister and ministerial meetings to ensure an integrated and strategic Provincial Government approach to the issue
- facilitate working group meetings for projects, i.e. Community Advisory Committee meetings

5.2 Provincial Purple Ribbon Campaign

On November 25, 2011, the Minister Responsible for the Status of Women launched the second annual Provincial Government-led Purple Ribbon Campaign to raise awareness of violence against women. The launch event was held in the lobby of West Block, Confederation Building in St. John's.

The official campaign ran from November 25 to December 10, 2011, fully encompassing the 16 Days of Activism against Gender Violence. The campaign also included two

significant dates in the history of violence against women: November 25, the International Day for Elimination of Violence against Women; and December 6, the National Day of Remembrance and Action on Violence against Women.

Approximately 130,000 lapel pins and 110,000 car magnets in the shape and colour of the purple ribbon were distributed throughout Newfoundland and Labrador through Provincial Government and community Violence Prevention Initiative partners and stakeholders. A series of related fact sheets were created to accompany the pins and magnets and were made available in both paper and online formats. Outreach was done to engage municipalities, corporations, post-secondary institutions and unions in the campaign.

5.3 Violence Prevention Grants Program for Aboriginal Women

In 2011-2012, the Minister Responsible for the Status of Women awarded funding under the Aboriginal Women's Violence Prevention Grants program for the following projects ($178,000 total):

St. John's Native Friendship Centre
End the Violence, Start the Healing
This was a culturally-focused, holistic, experimental project centered on Aboriginal women contributing to female empowerment by working together using traditional practices in a positive environment. It is designed to bring women together using mother earth as the classroom, bridging the gap between modern day-to-day activities and traditional Aboriginal healings. The project will operate with four primary directives: (1) to enhance public awareness of violence against Aboriginal women; (2) to provide healing programs for Aboriginal women; (3) to develop stronger leadership, economic well-being and artistic skills amongst Aboriginal women; and (4) to support the transmission of cultural knowledge. Grant awarded: $30,000

NunatuKavut Community Council
NunatuKavut Full Circle Youth Conference
NunatuKavut Community Council hosted a three-day workshop for 20-30 youth participants from central and southern Labrador during February 2012, which is Violence Prevention Month. The workshop will take place in southern Labrador and include day and evening sessions, some of which will be open to all members of the community. A facilitator, with a background in teaching and career counselling, will be contracted to lead the workshops. Sessions will focus on empowerment/self-esteem, team building, group or individual hypnotherapy, career development, and entrepreneurial strategies. Grant awarded: $30,000

Flat Bay Mi'kmaq Band
Lunskwak Sekwa't (Native Women Rise the Sun and Moon)
The Flat Bay Band has formed a five member Mi'kmaq Women's Violence Prevention

steering group: Lunskwak Sekwa't. These women were trained in violence prevention facilitation through an initiative with the Newfoundland Aboriginal Women's Network. In July 2010, the group completed Phase One under the Virtual Violence Prevention Initiative project, which was a comprehensive website to expand, exchange and provide traditional expertise and resources across the entire Flat Bay Band membership. The group moved forward with Phase Two by focusing on engaging youth in discussions, reflections and expressions of violence issues among Aboriginal women and children and on stimulating a no tolerance, preventative mind-set that is open to a vast Aboriginal and public audience. This was accomplished by: (1) hosting 12 youth focus sessions; (2) initiating and monitoring discussions between youth on the web forum page to encourage Mi'kmaq youth nationally to contribute to the site; and (3) hosting a Completion Ceremony reflecting on violence and prevention issues, delivering a public launch of the website and hosting a community radio event featuring the project, achievements and stimulating more discussion on the topic. Grant awarded: $30,000

Sheshatshiu Innu Band Council
Aboriginal Women's Violence Workshop
The project aimed to bring four young women in Sheshatshiu together for a conference held in Montreal by the Quebec/Labrador Native Women's Organization. The conference provided these women with the opportunity to become aware of issues surrounding violence against women as well as learning how to avoid violent and abusive relationships. Grant awarded: $10,000

Natuashish
Innu Ishkueut Healing Journey
This gathering for women in Natuashish occurred on the country. Each year in the community, incidents of violence against women continue to increase and women are beginning to report these to the police. The retreat enabled women to learn about violence prevention issues together. Grant awarded: $20,000

Nunatsiavut Government
Wenlido Self Defence Training
Wenlido E.A.S.T. is a program that was developed in British Columbia and stands for Empowerment, Assertiveness, and Self-defence Training. The program was created by women and designed for women of any age.

Respect Women Poster Campaign
This initiative is to create public awareness and education materials by creating posters focused on respecting women. Using the example of the "I Am a Kind Man" campaign to engage Aboriginal men and youth in understanding violence against women and joining them in ending the violence, the Status of Women coordinator will work with the Nunatsiavut Government's Resource Centre to develop similar posters with an Inuit perspective. The aim of this project is through the poster campaign, men will acknowledge their responsibility in ending violence against women. The posters will send the message

that men of all ages should respect women and may encourage men to speak out against violence against women. Young men may also see these posters and realize that respecting women is the right thing to do. Grant awarded: $1,362

AnanauKatiget Tumingit
Traditional Craft Project
The project provided a safe and supportive atmosphere that allowed Inuit women to continue participating in the traditional activity of craft making. As a result, participants had the opportunity to develop their knowledge base to become major strengths in their communities. In addition, the project built on social networks and community leadership to better address issues of violence that affect women, their families and communities as a whole. The project provided a venue for women to feel comfortable talking about abuse from an historical and community context, which is leading to building trust in each other in order to talk about the different types of abuse, its indicators, and its impacts on the lives of Inuit women and children. Women in attendance got to keep their finished products and was able to sell to their local craft shops. Grant awarded: $15,240

Promotion
The goal of this project was to create a magnet for communities with emergency phone numbers and contact information. The magnet included the AnanauKatiget Tumingit's logo as well as uplifting messages of hope. The magnets support the community residents who have agreed to be part of a support system for women. The magnets have been distributed to households in order to provide support for those in need. Grant awarded: $5,000

Newfoundland Aboriginal Women's Network
Following in our Grandmothers Footprints: Realizing Our Leadership Potential
The overall goal of this multi-phase project was to build capacity in the local Aboriginal women's associations and communities, as well as to build participant's leadership skills. The project also aimed to encourage better partnerships and understandings between Aboriginal women throughout the province and local service providers. Funding for Phase I was used to develop a project logic model and evaluation plan, and to research and develop 16 culturally-based modules that will form a toolkit to be delivered in Phase II and III of the overall project. Grant awarded: $27,797

5.4 Seventh Provincial Aboriginal Women's Conference

The seventh annual Provincial Aboriginal Women's Conference, *The Path to the Good Life – Strong Communities Through Culture*, was held in Happy Valley-Goose Bay from February 14 to 15, 2012. Approximately 40 Aboriginal women from all Aboriginal organizations in the Newfoundland and Labrador participated in the conference. Presentations and discussions were held on the importance of culture to Aboriginal communities in the province.

5.5 Round Table to Advance the Economic Status of Women in Newfoundland and Labrador

In 2011, the Women's Policy Office continued the Round Table to Advance the Economic Status of Women in Newfoundland and Labrador. The purpose of the round table was to information sharing and identifying the current situation for women in Newfoundland and Labrador, with specific emphasis on women involved in accessing and maintaining non-traditional occupations and business endeavors in the Newfoundland and Labrador.

The group consists of representatives from both the community and the Provincial Government departments, including the Women's Policy Office, Education, Natural Resources, Innovation, Business and Rural Development, Advanced Education and Skills, as well as the Provincial Advisory Council on the Status of Women, the Newfoundland and Labrador Organization of Women Entrepreneurs, the Office to Advance Women Apprentices and the Women in Resource Development Corporation. Eight meetings were held with this group and information was shared with key decision-makers regarding the need for public hearings and women's employment plans, the new *Human Rights Act* and its measures to prevent employment discrimination for women, as well business development needs for women.

6.0 Report on the Mission of the Women's Policy Office

Since 1985, the Women's Policy Office has worked with Provincial Government departments and agencies as well as business, educational and community organizations to reduce barriers and to put special programs and measures in place to address the historical disadvantages for women relating to their social, cultural, legal and economic advancement in Newfoundland and Labrador.

During the last five years, special attention has been paid to enhance the capacity of Aboriginal women as well as women from the multicultural community. This has included supports for seven provincial conferences for Aboriginal women, self-esteem and career development workshops for Aboriginal women, as well as on the land and cultural awareness and sensitivity training. Opportunities were made available for Aboriginal women to attend National Aboriginal women's summits and conferences. Operational funding of $100,000 was provided to both the Newfoundland Aboriginal Women's Network and the Multicultural Women's Organization of Newfoundland and Labrador. Annual funding of $200,000 is ear marked by the Office for Aboriginal women's violence prevention grants.

To advance women into non-traditional occupations, research has identified barriers for women and best practices to help them overcome such barriers. Working with Provincial Government departments, such as Natural Resources, women's employment plans, employment equity provisions and business access strategies have been put in place for nine major project developments and 75 small to medium size projects in Newfoundland and Labrador.

Work has also been done to change attitudes and behaviors about violence against women and other vulnerable populations. This work has been completed by planning and airing a variety of social marketing campaigns, undertaking a province-wide attitudinal survey, improving services for victims of violence, and providing violence prevention training to service providers.

Measure: Contributions to the advancement of women's equality

Indicators	Results
Recommendations made to Government and departments to advance the status of women • The number of assessments conducted	During 2011-2012, the Women's Policy Office has completed approximately 50 assessments and recommendations to the Provincial Government on matters of importance to advance the social, economic, legal, political and cultural status of women in Newfoundland and Labrador.
Training provided regarding women's equality and violence prevention • The number of training programs • The number of participants who have completed training	During the reporting period, 130 people have participated in learning opportunities relating to violence prevention or gender equality. 30 people also participated in gender-based analysis training. Over 100 people participated in violence prevention learning including violence awareness training sessions and piloting of a Respect Aging Project.
Communications on issues related to the status of women to the public • The number of speaking engagements, press conferences, workshops and/or information sessions • The number of press releases and statements issued • The number of advertisements • The number of materials distributed	For 2011-2012, communication activities that have been completed relating to the status of women include: • 17 speaking engagements on matters relating to the status of women, including a speech at a Women in Leadership event for International Women's Day. • Four significant announcements were made relating to women's issues, such as the new Angel's Corner project with the City of St. John's, the Government of Newfoundland and Labrador's support for the opening of Marguerite's Place by the St. John's

	Women Centre, launch of the second provincial Purple Ribbon campaign, as well as announcements relating to funding for Aboriginal women's violence prevention grants. • 22 news releases, as well as statements in the House of Assembly on a number of social and economic issues, for the awarding of grants and other matters of importance to women. The Violence Prevention Initiative has created and continued to implement four social marketing campaigns: ▪ Prevention of Youth Violence Campaign: OutrageNL.ca ▪ Prevention of Violence Against Older Persons Campaign ▪ Prevention of Male Violence Against Women Campaign: repectwomen.ca ▪ Child Abuse Reporting Campaign

7.0 Strategic Issues – Report on Performance

The Women's Policy Office is guided by the approved strategic directions in the approved Women's Policy Office 2011-2014 Business Plan as well as the strategic directions of the Provincial Government. By reviewing these directions the Office will advance strategic issues in five areas for the period April 1, 2011 to March 31, 2012 as follows:

- violence prevention
- economic security
- social security
- advancing Aboriginal women
- leadership and decision making

To address these issues, the strategic directions of the Provincial Government have been identified and integrated into the business plan as well as the work plans of the Women's Policy Office. The following report provides details of the Women's Policy Office's success in

achieving its planned goals and objectives following the strategic direction of the Government of Newfoundland and Labrador.

7.1 Violence Prevention

Preventing violence against women and other vulnerable populations is an important social issue for the Provincial Government to address. The implementation the Government of Newfoundland and Labrador's comprehensive six-year plan of action to address this issue remained an important tool to undertake the necessary legislative and policy changes that make meaningful differences in the lives of residents of the province. The action plan is also important to ensure we undertake community-based, as well as province-wide, educational and research activities to better understand the attitudes, behaviors and make short- and long-term changes that can prevent and improve the situation of violence in Newfoundland and Labrador.

Goal: **By March 31, 2014, the Women's Policy Office will have undertaken initiatives to advance violence prevention for women and other vulnerable populations in Newfoundland and Labrador.**

Objective: **By March 31, 2012, the Women's Policy Office will have developed a new six-year Violence Prevention initiative Plan of Action for Government with measures to prevent violence against each of our vulnerable populations.**

Measure:	**Development of a new Violence Prevention Initiative Action Plan for Government for 2012-2018.**
Indicator	**Progress and Accomplishments**
Developed a VPI communications and consultation plan.	The Provincial Government committed to evaluating Phase I of the Violence Prevention Initiative, *Taking Action against Violence 2006-2012*, as well as to the development of Phase II of the VPI in 2011-2012 fiscal year. As VPI is a government-community partnership, it was recognized that it is important to consult with partners and stakeholders as well as the general public to determine what is working well and what needs to improve in the new, six-year Action Plan. A communications and consultation plan was developed and approved to outline the consultation process.
Developed a VPI evaluation plan.	An evaluation plan was prepared that identified the findings of the *Provincial Survey of Attitudes Towards*

	Violence and Abuse, as one of five components necessary for the evaluation of VPI. Other identified evaluation components include: • public input • client focus groups • stakeholder input • national review of best practices • literature and research review
Disseminated research information to VPI partners and stakeholders and the public relating to the 2010-2011 Provincial Public Attitudinal Survey.	Attitudes about violence and abuse were identified in the *Provincial Survey of Attitudes Towards Violence and Abuse*, which was completed by VPI staff, in collaboration with the Newfoundland and Labrador Statistics Agency. The *Provincial Survey of Attitudes Towards Violence and Abuse*, was released publically and presentations on the findings have been made to each of the 10 regional coordinating committees against violence as well as policy and executive members of the Provincial Government. *The Provincial Survey of Attitudes Towards Violence and Abuse*: • Consisted of a quantitative telephone and mail-out survey to 9,315 residents across Newfoundland and Labrador as designed by the Stats Agency of Newfoundland and Labrador in consultation with Statistics Canada; • Collected data not only on a provincial level, but on a regional level as well. Data was collected in all 10 Violence Prevention Initiative regions across the province; • Achieved a confidence interval of 95 per cent; • Collected gender-based data; • Collected data specifically addressing public attitudes towards violence and abuse against Violence Prevention Initiative vulnerable populations [women, children and youth, Aboriginal women and children, older persons, persons with disabilities and others who are vulnerable to violence because of ethnicity, sexual orientation or economic status]; • Collected rich demographic information on all

	vulnerable populations identified in the Violence Prevention Initiative action plan [i.e. sex, age, education level, marital status, household income, disability, visible minority, Aboriginal descent, Aboriginal status, sexual orientation, parent, caregiver of an older person]; • Will serve as baseline data and will be the benchmark for all future surveys attitudes towards violence in Newfoundland and Labrador.
Used information from the *Provincial Survey of Attitudes towards Violence and Abuse* to inform new six-year plan of action and RCCs' work plans and priorities.	The information gained through the *Provincial Survey of Attitudes Towards Violence and Abuse* was used as part of the evaluation process for the 2006-2012 Violence Prevention Plan of Action.
Completed an evaluation process for the VPI Action Plan 2006-2012.	VPI began the evaluation process in the fall of 2011. The evaluation was conducted through an assessment of the Violence Prevention Initiative Action Plan, *Taking Action against Violence 2006-2012,* in seven identified areas to report on progress and success: • Enhanced leadership, coordination, accountability; • Increased awareness; • Greater community capacity; • Improved legislation, policy, programs and services; • Effective evidence-based research; • Gender based analysis activities; • Mechanisms to support special initiatives of Aboriginal governments and organizations to reduce violence in Aboriginal communities. The 2011-2012 evaluation work was also informed by a provincial/territorial jurisdictional analysis of violence prevention action plans and emerging best practices in Canada as well as a review of primary and secondary research including the following: • *The 2010 Provincial Survey of Attitudes Towards Violence and Abuse;*

	• Pre- and post-evaluation surveys of the Respect Women campaign; • Royal Newfoundland Constabulary, Royal Canadian Mounted Police and Statistics Canada data; • *Learning What they Live: The Impact of Witnessing Family Violence on Infants, Children and Adolescents;* • *The Identification of Best Practices to Educate and Train Health Professionals in the Recognition, Intervention and Prevention of Violence Against Older Persons;* • *Violence Prevention Line Feasibility Study: Final Report;* • Violence Prevention Initiative Fact Sheets on women, children and sexual orientation; and • Violence Awareness and Action Training fact sheets regarding violence against all vulnerable populations. The VPI evaluation will continue in the next fiscal year with round table consultations and key informant interviews with key partners and stakeholders including: • Ministers; • Deputy Ministers; • Regional Coordinating Committees against Violence; • Provincial partner organizations; • Community stakeholder organizations; • Aboriginal governments and organizations; • Women's centres; and • Shelters and transition houses. Urban and rural client satisfaction focus groups will be with female victims of violence who have accessed violence prevention services in the next fiscal year. In addition, an online consultation guide will be made available to seek input from members of the public.
Developed a new six-year VPI Plan of Action.	The status of the new action plan will be reported on in the 2012-2013 period.
Developed a new social	A new social marketing campaign plan was not able to be

marketing plan for the prevention of violence against vulnerable populations for the next six years.	developed due to a staff vacancy situation and will be developed for inclusion in the new VPI Phase II action plan, to be completed once the VPI evaluation is finalized in 2012-2013.
Further Activities Undertaken to Address the Goal	
Aboriginal Women's Violence Prevention Grants Program	In 2011-2012, the Minister Responsible for the Status of Women awarded $178,000 in funding under the Aboriginal Women's Violence Prevention Grants Program for several projects, as outlined in Section 5.3.
Provincial Purple Ribbon Campaign to prevent violence against women	On November 25, 2011, the Minister Responsible for the Status of Women launched the second Provincial Government-led Purple Ribbon Campaign to raise awareness about violence against women. The campaign coincided with the 16 Days of Activism against Gender Violence and included two significant dates: November 25, the International Day for Elimination of Violence Against Women; and December 6, the National Day of Remembrance and Action on Violence Against Women. Approximately 130,000 lapel pins and 110,000 car magnets in the shape and colour of the purple ribbon were distributed throughout Newfoundland and Labrador through Provincial Government and community Violence Prevention Initiative partners and stakeholders. A series of related fact sheets were created to accompany the pins and magnets and were made available in both paper and online formats. Outreach was done to engage municipalities, corporations, post-secondary institutions and unions in the campaign.
Safe and Caring Schools	The Department of Education continued to implement the Safe and Caring Schools Policy in 2011-2012. The Women's Policy Office, under VPI, provided funding support to the Department of Education for planning and conducting Violence Awareness Week for K-12 schools during the last week of February 2012, which is Violence

	Prevention Month, and worked in partnership with community groups and schools to coordinate awareness activities around the province for Stand Up Day.
Issued community grants for the Regional Coordinating Committees Against Violence	Grants for the 10 Regional Coordinating Committees against Violence were disbursed in 2011-2012 in the amount of $80,000 each, plus an additional $20,000 for the Labrador Committee to offset travel cost. This annual investment of $820,000 supports the Regional Coordinating Committees against Violence to provide core services in information and referral, public education, training and outreach, and community leadership, coordination and accountability.
Issued community grant for the Transition House Association of Newfoundland and Labrador	A $105,000 grant for the Transition House Association of Newfoundland and Labrador was disbursed in 2011-2012.
Issued community grant for the Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre	A $110,000 grant for the Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre was disbursed in 2011-2012. This annual investment supports the centre to provide core services in information and referral, crisis counselling, fostering liaison with other social agencies and government, providing leadership and coordination on training and program development for volunteers of the centre, and community leadership, coordination and accountability.
Organized and hosted the annual Aboriginal Women's Conference	The Women's Policy Office supported leadership of Aboriginal peoples by assisting with the organization of the seventh annual Aboriginal Women's Conference in Newfoundland and Labrador. The conference took place in Happy Valley-Goose Bay from February 14 - 15 on the theme, *The Path to the Good Life – Strong Women, Strong Communities through Culture*. The conference included representation from approximately 40 Aboriginal women from Aboriginal organizations across the province.
Provision of workshops	Upon request, VPI staff participated in and supported

and presentations with community partners	over 25 community partner workshops and presentations.
Advice to the Department of Education for the review and updating of the Safe and Caring Schools Policy.	VPI staff were interviewed as part of the Department of Education's Safe and Caring Schools Policy Review.
Respect Aging training and education initiative with the Department of Health and Community Services to prevent violence against older persons.	In 2011-2012, working with the Department of Health and Community Services, the Respect Aging Project was piloted with members of the Royal Canadian Mounted Police and the Royal Newfoundland Constabulary. The official launch of this initiative will be held during the 2012-2013 reporting period.

7.2 Economic Security

The Government of Newfoundland and Labrador is committed to ensuring women share equitably in the social and economic benefits of this province. Working to advance women in non-traditional and high-paying occupations ensures that women have a greater chance to avail of higher incomes than those available in traditional occupations. Across the province, women now make up ten per cent of trades occupations. Also, approximately 350 women are now registered with the Office to Advance Women Apprentices which demonstrates an increase in women entering non-traditional fields.

Goal: **By March 31, 2014, the Women's Policy Office will have supported advancing the economic status of women and their participation in non-traditional occupations.**

Objective: **By March 31, 2012, the Women's Policy Office will have developed and posted online tools to support the natural resource sector in advancing gender-based analysis, women's employment plans and business access strategies.**

Measure: Developed and posted online tools to support the natural resource sector in advancing gender-based analysis, women's employment plans and business access strategies.

Indicator	Progress and Accomplishments
Documents posted online and training provided to key partners.	The Guide to Equitable Employment was updated and posted online, along with other resources, such as: • Guidelines for Developing Business Access Strategies for Women • Elements of a Proactive Business Access Strategy • Respect Women Campaign • Gender-based Analysis Guide to Planning • Moving Forward- A Review of Natural Resource Sector Gender Equity Initiatives From Around the World • Scan of Worldwide Jurisdictions Trends on Employment Equity for Resource Based Projects • Women's Employment Plans, including Vale Inco's Long Harbor Project, Rambler Mines and the Hebron Employment Equity and Diversity Plan. To date, training has included orientation to women's employment planning to 4 corporations who are required to prepare employment equity plans for women and diverse populations, as well as to 10 key departments, stakeholders and community partners that support the planning and implementation of these documents. Key stakeholders have also received an orientation to the *Human Right's Act* and special measure provisions under the act that address historical disadvantages for women and other designated populations.
Further Activities Undertaken to Address the Goal	
Innovative ways explored with departments and agencies to ensure women share more equitably in social and economic benefits.	During the report period, there has been significant collaboration occurring with Provincial Government departments, industry, educational and training institutions and community partners. Women's employment plans have been identified as required to advance women in non-traditional occupations in all major resource development projects and in non-traditional fields. During the reporting period, these plans were advanced and/or monitored by the Women's Policy Office:

	▪ Hebron Project ▪ Alderon Kami Project ▪ Hibernia South ▪ Vale Inco Long Harbour Project ▪ Flourspar Mining Project ▪ Rambler Mines Project ▪ Elross Lake Project ▪ Labrador Iron Ore Mines Project ▪ Lower Churchill Project The Office supported employment equity planning and matters with the Department of Natural Resources, the Forestry Agency and the Department of Justice, including work with the Correctional Division of the Department of Justice to provide them with advice on a number of employment equity matters. During the reporting period, business access strategies for women were also identified as part of major project development requirements. Working with the Department of Natural Resources, other departments and stakeholders, specific requirements for these plans were developed. Worked with internal Provincial Government departments and community organizations, such as the Newfoundland and Labrador Organization of Women Entrepreneurs, the Office to Advance Women Apprentices, and Women in Resource Development Corporation, to facilitate the development of recommendations to support increasing women in business and to advance women in skilled trades in Newfoundland and Labrador.

7.3 Social Security

The Provincial Government has committed to reducing poverty in Newfoundland and Labrador and to addressing a variety of health matters of importance to women of all ages. These commitments and programs help to achieve improved social outcomes for women in this province. As a key partner and community connection for the Government of Newfoundland and Labrador the eight women's centres of the province are able to provide support to women in each region as they work to advance the status of women.

Goal: **By March 31, 2014, the Women's Policy Office will have supported the social advancement of women and girls.**

Objective: By March 31, 2012, the Women's Policy Office will have updated its family-friendly policies and practices guide.

Measure: Current and emerging international practices will be reviewed and current document updated.	
Indicator	**Progress and Accomplishments**
Research report completed, distributed and posted online.	Current and emerging national and international policies and practices relating to family friendly policies were reviewed. Summary draft fact sheets were developed and more research is being undertaken in the 2012-2013 period.
Further Activities Undertaken to Address the Goal	
Innovative ways explored with departments and agencies to ensure women share more equitably in social and economic benefits.	Working with other Provincial Government departments and agencies on matters, such as: ▪ Northern Strategic Plan for Labrador ▪ Emergency Preparedness Planning ▪ Childcare ▪ Family Friendly ▪ Women in Leadership ▪ Housing ▪ Healthy Aging ▪ Disability ▪ Poverty Reduction ▪ Employment Justice Minister's Committee on Violence Against Women identified gender requirements in strategic plans for key departments. Supported departments to advance contract and funding conditions of release to advance women's employment and business access opportunities.

7.4 Advancing Aboriginal Women

Through the annual Provincial Aboriginal Women's Conference, Aboriginal women have identified the following areas: health; justice; housing; employment; culture; and violence prevention as important to ensuring that they have true equality in their homes, communities and province. Women's Policy Office continues to advance issues of importance to Aboriginal women by funding the annual Provincial Aboriginal Women's

Conference and by providing funding through the Aboriginal Women's Violence Prevention Grants. These mechanisms enable Aboriginal women to meet and discuss areas of importance, as well as provide support in their efforts to prevent violence and advance their status as Aboriginal women.

Goal: **By March 31, 2014, the Women's Policy Office will have supported the advancement of Aboriginal women relating to their social, economic, cultural and legal well-being.**

Objective: **By March 31, 2012, the Women's Policy Office will have increased Aboriginal women's capacity to demonstrate leadership on matters of justice, health, education, training, business, employment, violence prevention and poverty reduction.**

Measure: Increased Aboriginal women's capacity to demonstrate leadership on matters of justice, health, education, training, business, employment, violence prevention and poverty reduction.	
Indicator	**Progress and Accomplishments**
Provision of online Aboriginal women's policy information for use by departments and Aboriginal women and girls.	Funded the seventh Annual Aboriginal Women's Conference in Happy Valley Goose Bay on February 14 & 15, 2012 and a report was prepared to be posted on the Women's Policy Office website. In particular information relating to training session for Aboriginal women have been posted along with economic, employment and business opportunities, as well as information relating to violence prevention and poverty reduction.
Launch of the online information	The Inuit Women's Facebook page, *Knowledge is Empowerment*, was launched in September 2011 and information posted online, included the above-noted information, such as: • Poverty Reduction Program • Employment and Economic Opportunities • Violence prevention, life skills, business and craft development This Facebook page has approximately 300 users.

7.5 Leadership and Decision Making

The Provincial Government is committed to advancing women into positions of leadership. While significant progress has been made within the public service, more work is required

in targeted areas. The goal to advance women into leadership positions is also moved forward, as it is a requirement in many women's employment plans.

Goal: **By March 31, 2014, the Women's Policy Office will have increased capacity of provincial departments and agencies and community stakeholders to apply gender-based analysis, women's employment and business access planning.**

Objective: **By March 31, 2012, the Women's Policy Office will have developed an innovative technology plan of action to inform decision making and work of the Government, business and community partners to advance the status of women.**

Measure: Developed an innovative technology plan of action to inform decision making and work of the Government, business and community partners to advance the status of women.	
Indicator	**Progress and Accomplishments**
Research technology report completed.	The technology plan was completed following research and consultation with the Office of the Chief Information Officer and Communications Branch of Executive Council. The Women's Policy Office looked at the current underutilization of technology by the department and explored how it could be expanded to more effectively communicate information and resources pertaining to issues such as training, social and economic policy, and women's employment plans. The technology plan includes the following initiatives: • revise and reorganize the Women's Policy Office website to make it more interactive and user-friendly; • develop a social media strategy; and, • develop a communications strategy to promote the website as a tool and resource on all aspects related to the status of women in Newfoundland and Labrador.

8.0 Achieving Objectives for 2012-2013

Goal 1:	**By March 31, 2014, the Women's Policy Office will have undertaken initiatives to advance violence prevention for women and other vulnerable populations in Newfoundland and Labrador.**

Objective: By March 31, 2013, the Women's Policy Office will have undertaken initiatives to support increased awareness, education and training in regions where rapid economic development is occurring to prevent violence against vulnerable populations in Newfoundland and Labrador.

Measure: Undertaken initiatives to support increased awareness, education and training in regions where rapid economic development is occurring to prevent violence against vulnerable populations.

Indicator: Violence Prevention Initiative staff will work with community partners in regions where economic development is occurring to distribute information and offer training on violence prevention matters for women and other vulnerable populations.

Goal 2:	**By March 31, 2014, the Women's Policy Office will have supported advancing the economic status of women and their participation in non-traditional occupations.**

Objective: By March 31, 2013, the Women's Policy Office will have developed appropriate collaborative initiatives with stakeholders to increase the number of and enforcement of women's employment plans and business access strategies.

Measure: Developed appropriate collaborative initiatives with stakeholders to increase the number of and enforcement of women's employment plans and business access strategies.

Indicator: Education will take place with stakeholders and Provincial Government partners about all phases of these plans and strategies. Strengthened protocols with the Departments of Advanced Education and Skills, as well as with industry and business in the development of these plans will also be an indicator.

Goal 3:	**By March 31, 2014, the Women's Policy Office will have supported the social advancement of women and girls.**

Objective: By March 31, 2013, the Women's Policy Office will have undertaken initiatives to educate about the risks associated with social media for girls.

Measure: Initiatives to educate young girls and parents about the risks associated with social media.

Indicator: The Women's Policy Office will work with the Atlantic Ministers Responsible for the Status of Women on the development and launch of:

- Three fact sheets: 10 Tips for Girls; 10 Tips for Parents; and What We All Need To Know;
- Five year action plan; and,
- Website

Goal 4:	**By March 31, 2014, the Women's Policy Office will have supported the advancement of Aboriginal women relating to their social, economic, cultural and legal well-being.**
Objective: By March 31, 2013, the Women's Policy Office will have supported the capacity building of Aboriginal women in Labrador, including information relating to advancing their social and economic options. **Measure:** Supported the capacity building of Aboriginal women in Labrador, including providing information related to advancing their social and economic options. **Indicators:** Inuit Women's Capacity Building Program will be implemented. Host Annual Provincial Aboriginal Women's Conference.	

Goal 5:	**By March 31, 2014, the Women's Policy Office will have increased capacity of provincial departments and agencies and community stakeholders to apply gender-based analysis, women's employment and business access planning.**
Objective: By March 31, 2013, the Women's Policy Office will have provided all departments and agencies with training in the above tools and processes. **Measure:** Provided training to Provincial Government departments and agencies about using gender-based analysis, women's employment and business access planning. **Indicator:** Training identified and offered online or in person.	

9.0 Opportunities and Challenges Ahead

Opportunities

Collaborating with Atlantic Canada's status of women offices: Status of women ministers from the Atlantic provinces and their officials have committed to strengthening work on federal-provincial matters. In October of 2012, Atlantic ministers responsible for the Status of Women will be meeting in St. John's and will discuss matters relating to the economic and social status of women as well as girls' security and internet safety.

Prevention of Violence Against Older Adults: Respect Aging, a training program which has been under development for the recognition, prevention and intervention of violence against older persons for professionals and others who serve older adults was piloted with the Royal Canadian Mounted Police and Royal Newfoundland Constabulary in 2010-2011. There is a need to work with representatives of all target audiences to identify the best delivery and training mechanisms for this information for their staff and programs.

Internal Policy Services: The Women's Policy Office will continue its representation on various intergovernmental and inter-jurisdictional working groups, which continues to be an excellent opportunity to have women's needs included in Provincial Government policy, planning, and strategic directions in ongoing work such as poverty reduction, healthy aging, housing, the justice system, and on health matters and healthy living.

Advancing the Status of Aboriginal Women: This will remain a priority of the Women's Policy Office, with work continuing in the following areas:

- facilitating provincial conferences;
- increasing focus on Aboriginal women's access to positions of leadership; and,
- advocating for Aboriginal women in key areas, including access to positions of leadership, violence prevention efforts, and work with federal, provincial and territorial partners to advance policy areas.

Strengthen Work in Key Focus Areas: The Women's Policy Office will continue working to implement the new organizational structure, as approved by Treasury Board. The new structure includes a Manager of Economic Policy and a Manager of Social Policy. Social and economic policy are two key areas of focus in the work to advance the status of women. The Office staff will also participate in various training programs to enhance client service delivery.

Challenges

Preventing Violence: Many myths and misconceptions exist around violence, the perpetrators, the severity of violence perpetrated against women and which populations are most vulnerable. Therefore, the Violence Prevention Initiative will continue to work with the Provincial Government and community partners to ensure that the people of Newfoundland and Labrador receive factual information about the root causes of violence and its different forms and impacts.

Advancing Employment Opportunities for Women in Natural Resources and Non - Traditional Occupations: While significant work has been accomplished in this area, with the number of women in trades increasing from 3 per cent to 10 per cent since 2004, more work is required to see continuous improvement in this sector where women have been historically underrepresented.

Women in Leadership: While significant accomplishments have been made by the Government of Newfoundland and Labrador to advance women into leadership positions, more work is required to support women running for elected office; to advance women onto corporate boards; and, to take on leadership roles within society.

10.0 Financial Statements (Unaudited)

Expenditure and revenue figures included in this document are unaudited and based on public information provided in the Report on the Program Expenditures and Revenues of the Consolidated Revenue Fund for the year ended March 31, 2012. Audited financial statements are a requirement at the Provincial Government level and are made public through the Public Accounts process; however, the Women's Policy Office is not required to provide a separate audited financial statement.

Women's Policy 2011-2012 Year Ending March 31, 2012			
Women's Policy Office	**Actual $**	**Amended Budget 2011-12**	**Original Budget 2011-12**
01. Salaries	669,765	849,400	955,700
02. Employee Benefits	1,044	1,500	1,500
03. Transportation & Communications	166,264	331,400	341,200
04. Supplies	37,169	38,200	30,800
05. Professional Services	45,454	222,500	391,800
06. Purchased Services	361,004	372,900	280,900
07. Property, Furnishings & Equipment	15,364	15,400	4,700
08. Grants & Subsidies	2,462,194	2,486,000	2,417,000
09. Provincial Advisory Council on the Status of Women	462,700	462,700	462,700
Total	**4,220,958**	**4,780,000**	**4,886,300**
Source: Report on the Program Expenditures and Revenues of the Consolidated Revenue Fund for the Year Ended March 31, 2012			